

# National Preparedness Month 2013

## Frequently Asked Questions

### National Preparedness Month

**Question:** What is National Preparedness Month (NPM)?

**Answer:** Launched in 2004, NPM is FEMA's national annual preparedness outreach. NPM is managed and sponsored by FEMA's *Ready Campaign*. The *Ready Campaign*, in conjunction with the Ad Council, aims to educate and empower Americans during NPM and throughout the year to prepare for and respond to all types of emergencies, including natural disasters and potential terrorist attacks. The *Ready Campaign* works closely with FEMA's Individual & Community Preparedness Division (ICPD) to ensure the rollout of NPM events and activities.

### About Ready Campaign

**Question:** What is the *Ready Campaign*?

**Answer:** The *Ready Campaign* is a national preparedness awareness campaign. Public Service Announcements (PSAs) are produced in conjunction with the Ad Council. It is designed to educate and empower Americans to prepare for and respond to emergencies, including natural disasters, emergencies, and potential terrorist attacks. The goal of the campaign is to get the public involved and ultimately to increase the level of preparedness across the nation.

Ready asks individuals to do four key things:

- ✓ Be informed about the different types of emergencies that could occur and the appropriate responses,
- ✓ Make a family emergency plan,
- ✓ Build an emergency supply kit and,
- ✓ Get involved in community efforts.

For emergency preparedness information, individuals can visit [Ready.gov](http://Ready.gov) or call 1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585.

**Question:** How is the message of national preparedness communicated?

**Answer:** National preparedness messages are communicated and shared through various media channels and outlets:

- ✓ Website
- ✓ PSAs (Print, Television, Radio)
- ✓ Social
- ✓ Publication brochures
- ✓ National Preparedness Community members

Emergency preparedness information and resources are available in English and Spanish on [Ready.gov](http://Ready.gov) and [Listo.gov](http://Listo.gov) and through toll-free numbers (1-800-BE-READY and 1-888-SE-LISTO).



# National Preparedness Month 2013

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## About the National Preparedness Community

**Question:** What is the National Preparedness Community (NPC)?

**Answer:** The National Preparedness Community (NPC) one of the nation's largest public online networks organized to improve the nation's resilience against all-hazards. It is made up of individuals, as well as, public and private sector organizations engaged in preparedness committed to strengthening, sustaining and enhancing the resilience of their communities. NPC membership is free. You can register to become a NPC member by visiting [Ready.gov](http://Ready.gov) and clicking on the Pledge to Prepare banner. During NPM, NPC members share preparedness information and spearhead activities that encourage individuals, customers, employee, neighborhoods, and communities to take specific steps toward emergency preparedness.

**Question:** What is the role of the National Preparedness Community members?

**Answer:** NPC members bridge the gap between government and the public through emergency preparedness education and events. With the help of NPC Members, FEMA promotes a whole community approach to emergency management, which includes:

- ✓ Engaging a community to define its true preparedness needs;
- ✓ Coordinating preparedness activities with participation from local government and first responders; and
- ✓ Strengthening the assets, institutions, and social processes to improve resilience and emergency management outcomes in your community.

## About Citizen Corps

**Question:** What is Citizen Corps?

**Answer:** Citizen Corps is FEMA's grassroots strategy to involve citizens in all-hazards emergency preparedness and resilience. Local Citizen Corps Councils facilitate collaborative planning between government and civic leaders and provide localized support for outreach and educational efforts to the public, training and exercises that effectively integrate all sectors of the community, and volunteer programs that augment the full range of emergency response services. For more information about Citizen Corps, visit [Citizencorps.gov](http://Citizencorps.gov).

**Question:** Where are Citizen Corps Councils located?

**Answer:** More than 2,300 federal, state, local, tribal and territorial governments in all 56 states and U.S. territories have formed Citizen Corps Councils, and every day new Councils are formed in communities around the country. These Councils help drive local citizen preparedness and participation by assessing possible threats, identifying local resources, developing community action plans, and engaging the community through Citizen Corps partner programs which train volunteers. To find a Council near you, visit [www.citizencorps.gov](http://www.citizencorps.gov).

**Question:** How does Citizen Corps work?

**Answer:** Citizen Corps Councils are designed to bring together government, community leaders, first responders, emergency managers, businesses, non-profit and volunteer organizations, and other groups with a direct interest in strengthening their communities.

## Preparedness Questions

**Question:** How can I better prepare myself and my family for an emergency?

**Answer:** Both the Ready Campaign and Citizen Corps ask Americans to take important steps to prepare: making a Family Emergency Plan, becoming informed about the different types of emergencies that could occur where they live and learning about appropriate responses to emergencies, building an Emergency Supply Kit and, getting involved in the community. More information, including an Emergency Supply Kit checklist and a Family Emergency Plan template, is available at [Ready.gov](http://Ready.gov) or by calling 1-800-BE-READY, 1-888-SE-LISTO, and TTY 1-800-462-7585.

**Question:** How can I develop a Family Emergency Plan?

**Answer:** Preparing a Family Emergency Plan is easy. You can get started by using the Family Emergency Plan template available at [www.ready.gov/make-a-plan](http://www.ready.gov/make-a-plan). A Family Emergency Plan can help a family to stay in contact if they are separated during an emergency.

# National Preparedness Month 2013

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**Question:** How can I stay informed about emergencies?

**Answer:** It's important that you know the potential emergencies that can happen in your state, region and community. Go to [www.ready.gov/community-state-info](http://www.ready.gov/community-state-info) to find out more information about your local area.

**Question:** How can I talk to kids about emergency preparedness?

**Answer:** The new *Ready Kids* website focuses on weather-related emergencies and helps parents educate children, ages 7-12, about emergencies and how they can help their families prepare. The *Ready Campaign* encourages parents to visit the website with their children. Teachers can also find in-school materials at [www.ready.gov/kids](http://www.ready.gov/kids).

**Question:** How can pet owners prepare for emergencies?

**Answer:** Pet owners should assemble an Emergency Supply Kit that includes enough pet food and water for three days, medications and medical records, leashes, ID tags, and other appropriate supplies. It's recommended that pet owners have an emergency plan that includes the needs of their pets. Pet owners can download a brochure from the *Ready* website at [www.ready.gov/animals](http://www.ready.gov/animals).

**Question:** How can older Americans and individuals with disabilities and other access and functional needs prepare for emergencies?

**Answer:** *Ready* encourages all individuals to make an Emergency Supply Kit, including food and water, medications, a list of medications, dosage and schedule and medical records, and personal items such as eyeglasses, hearing aids, wheelchair battery charger and other appropriate supplies to maintain health and independence. *Ready* also recommends that individuals develop an emergency plan that considers their unique needs and a personal support network they can call upon in the event of an emergency. To learn more, visit [www.ready.gov/individuals-access-functional-needs](http://www.ready.gov/individuals-access-functional-needs).

Additionally, every individual should include their friends and neighbors, with disabilities and without, in their emergency planning. In an emergency, neighbors will need to be prepared to help each other until first responders arrive. Know if your neighbors have disabilities or other access and functional needs and help them prepare too.

**Question:** What steps should businesses take to prepare?

**Answer:** *Ready Business* is designed to inform owners and managers of small and medium sized businesses about what they can do to prepare in the event of an emergency. The *Ready Business* aims to raise the business community's awareness of the need for emergency planning and motivate them to: plan to stay in business, talk to their employees, and protect their investment. For more information about business emergency preparedness, visit [www.ready.gov/business](http://www.ready.gov/business).